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Elation Professional EU Hires Karl Lager New Sales Rep for Austria

Elation Professional EU is pleased to announce the hiring of Karl Lager as the company's new sales representative for Austria. Karl, who starts in the new position on January 1st, is tasked with using his extensive industry knowledge and customer network to build a strong Elation dealership structure in Austria.



Karl comes to Elation from industry trading company Licht-Lager GmbH, which he founded along with two partners in 2003. Born into a theatrical family that worked in Vienna's Burgtheater, the Austrian National Theater, where he gathered a wealth of technical and sales knowledge, his years of experience working with lighting companies gives him a unique insight into the Austrian market and its key players.

Marc Librecht, Sales & Marketing Manager at Elation Europe, commented on the hiring, "We are very happy to have Karl join the Elation team in Europe and are confident his years of industry experience will be a great benefit to our customers. Having a highly competent representative on site in Austria to carry out product demos and shootouts locally will help us move the Elation brand forward in the Austrian market."

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